Episode 4
Personal Branding & Connecting the World with Simon Jordan
Introduction

Hey there! Thanks for downloading this weeks episode of the Mind, Money & Marketing Show!

Each week I interview a fantastic guest in the hope that their insights into their own experiences will inspire you on your journey to your dreams and goals!

Creating the life we desire is not always an easy path and we can all do with a little inspiration now and again!

If you’d like to watch the episode, you can see it over on my blog www.jobarnesonline.com

I also run free, weekly, content only webinars, so if you’d like to attend any of those, the links are at the top of each page.

In the meantime, grab a cuppa, sit back and have a read, as the lovely Mr Simon Jordan explains how to get the most out of your personal brand and change the world!

Jo Barnes :)

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Jo: Waiting for the second ding. There it is. We are live. Hello ladies and gentlemen. Jo Barnes here and welcome to The Mind, Marketing & Money Show. Today we have fantastic special guest, Mr. Simon Jordan from The Simon Jordan Marketing Show, amongst other things that Simon does. He’s got his fingers in loads and loads of pies. Hi, Simon. How are you doing? Thank you for joining us.

Simon: I’m very good. Thank you very much, yes. Good morning everybody, good evening, tomorrow, whatever it is time of day you’re watching this.

Jo: Get your fingers out of those pies and get ready to talk about your business.

Simon: Indeed, yeah.

Jo: You’ve got your mug of coffee there, Simon.

Simon: Oh, yeah.

Jo: So I believe it’s first thing in the morning for you in sunny Wales? What’s the weather like? Is it sunny in Wales today?

Simon: Yeah. Yeah, it’s okay. The sun is coming up through the clouds. It’s beautiful actually. I’ve just been taking the dog for, I’m a bit hot and bothered, just taking the dog for a walk around the harbor. So yeah, very nice.

Jo: Excellent. Good. And you’ve got your mug of coffee and you’re ready to blind us all with your amazing insights into marketing.

Simon: Yes, yeah.

Jo: Yeah, good.

Simon: Or not. No, I will do my best.

Jo: First of all, Simon, could you just spend a couple of minutes and tell us a little about you? Who is Simon Jordan?
Simon: Who am I? Right. Well, I have been in marketing and advertising for about 25 years, and I know I don’t look old enough. No, stop. Honestly. I’ve worked with a lot of big corporates, worked with the biggest and brightest stars on the planet I suppose, and won awards for them, like Sky TV and ITV, [inaudible 01:37], things like that. Then about five years ago, five, six years ago, I thought, I don't want to do this anymore. I don't want to work for someone else and make them wealthy. I want to be able to do something which is my own baby, so I decided to leave that.

My friends thought I was crazy, because I was actually running another business at the time. I was consulting for Sky TV and I ended up going bankrupt because two clients owed me a lot of money, a lot of money. There am I, working in a very well paid marketing consultancy job for Sky TV, part of FoxCore, or NewsCore rather, and so I thought, nope. I’m going to take the jump. So I did that.

One year into business, went to every networking event. If someone opened an envelope, I would have been there. Then, the year after that I thought, how can I build my brand? I'm all about building other people's brands. I need to build my own. So I created the Simon Jordan brand and I started wearing the pin stripe suit and everything else, the handkerchief in it. I don't look like this today. I'm a bit of a mess today.

And I launched SimonJordan.tv in the April of that year. I was, Basically, doing a marketing video every week on a Thursday and it was giving my hints and tips on about marketing and how you can do this, social media, blah, blah, blah, all this kind of stuff.

Within seven months, it had gone global. Yes, YouTube is global anyway, but I had been booked to speak in San Diego. I was speaking across the globe. I was picking up clients across the States, across Europe, Paris, Germany, all across the UK. Came from developing this brand.
I remember getting calls from people who were very high profile saying, "Simon. I don't know what you're doing, but it's brilliant. So many people are talking about you." It was amazing, the power of this.

I was asked to come and speak at this huge event at a very posh hotel in London about marketing and branding and there was me, seven months ago pretty much unknown. That is the power of it. I can develop this as part of my consultancy and I work with practitioners, consultants and coaches to build their brands. Sorry, we're on the corner here and I've got windows. It's quite warm. Big trucks going past. I do apologize.

Jo: That's okay.

Simon: That's what happened. It just exploded. Now that's what I do with clients. I teach them how to build a global brand through getting the message out, the right tone of voice, all this kind of stuff. That is me. And wrote a book, which became an Amazon best-seller, called, How to Sky Rocket Your Business: Without Burning Your Fingers.

The reason for that is, that was a shameless plug, and it's a small book. Look, it's very small. But it was really because a lot of people come up to me saying, "Oh, I've spent thousands and thousands on a website or I've done this," and they weren't getting anywhere. I thought there is a better way.

For me, I'm all about simplifying, breaking down the complicated. Marketing is not a dark art. I wanted to simplify it. So the 12 chapters I've put in there really, truly breaks down it all. Social media, branding, whole communication, how to develop right, really good copy that sells, how to get into the mind of your target market, how to create solutions for your target market. That's what I'm all about really, breaking stuff down, getting people out there, getting them seen, getting them visible, getting them engaged with their audience.
I've actually just launched a thing very recently. It's only just 10 days old and we've got 70-odd members already. It's called the Video Blogging Challenge on Facebook. It's completely free. It's an open group. People are loving it. The idea behind that is just to literally pick up your smartphone and start videoing yourself and sharing it. So I set a challenge every day and people are loving it.

The whole idea is, look, if you want more engagement, start doing things like that. You don't need...I mean, I'm sitting with, well, I'm using the camera on the Mac and I've got two professional lights here and all this mess. You don't really need that. If you want engagement with your personal brand, you can use your smartphones. You really can. So yes. That's part of me, the answer to your question.

Jo: Well, I'm going to come to the other part in a second, but let's just stay on the marketing part for the minute as we've kind of gone down that road first. Let's talk about personal branding, because a lot of the people watching this show right now are people with small businesses, people that are essentially solopreneurs who are trying to build their business online and are wanting to build a brand and, of course, one of the keys to that is engagement.

I know a lot of questions I get from people are, how do I increase engagement? How do I actually get my personal branding message out there? Why are people going to listen to me? What can I do that's different? Have you got any sort of gems of advice for our viewers on personal...

Simon: How long have you got? How long have you got? Yeah, okay. Well, the first rule of marketing is find a need in the marketplace, create a product or service to fulfill that need and then, sell it for profit. I always say, if you are passionate...Well, there’s people who say, find what you’re passionate at and then the money will come. Yes, that’s true. You do need passion. I'm
passionate about what I do and it does help. It will get you out of bed in the morning. It will get you going to bed late. But if you’re passionate about knitting elf socks, I don’t know why elf socks, you're not going to make any money, are you? Simple as that, really. Unless you find a group or is it a bunch of elves? Not with collective men.

Jo: Pot of elves?

Simon: But as part of knowing that need, you need to know what it is...Excuse me. That was a truck [inaudible 07:12]. I’m going to shut the window in a minute.

Jo: Okay, that's fine.

Simon: Some would say it's crazy. I know. It's that the essence of marketing is understanding what it is your target market need. So you really need to step into the mind, what it is they actually need. This is how you're going to be engaging them, as well. For instance, let’s just go back to the video blogging challenge. Now, it's completely free. I'm not making any money out of it. I'm just sharing information. They're joining this group. I’m getting massive engagement on this. It's phenomenal.

But I know that so many people over the years have struggled with getting on video. They just think it's too complicated. They don’t know how to do it. So I just set up this challenge because I know that that's their issue. They want to do that, so I've created a product or a service and they're all doing it.

Now, over time, that might develop into something else where there might be an income from it, but at this time there isn’t. There's a lot of engagement. I’m then, sharing my archives posts from my old SimonJordan.tv with them, showing this is what you can do.

Really, in answer to your question, you need to know what it is they are looking for, what is their issue, what is their challenge. I'll give you an example. Years ago, I bust a disc in my spine. I
was hobbling around in great pain. At that time, I'm not thinking, "Oh, I need a massage or I need acupuncture or I need a chiropractor," or whatever it is. I'm thinking, "I've got to get rid of this pain."

So, if someone who could help me with back pain, if they were to step into my shoes, my main issue, so the need in the marketplace, is I've got to get rid of this back pain. I need to solve it. I need to be able to move more freely. I need to be able to pick up my kids, take the dog for a walk, or whatever.

What everyone else is doing is just putting their logo. I went to this client of mine and she had all these leaflets from these other practitioners. There was a chiropractor, there was an acupuncturist, there was a massage specialist, all this kind of stuff, because they believe that that's what's going to create the interest, the engagement. No, it's not. Maybe I don't know what acupuncture is. Is that going to really engage with me? Is that stepping into my need?

The one leaflet which was right at the end, which said, "Are you suffering from back pain? Are you struggling to move around?" Yes, that is what I'm thinking. That is my issue at this current time. At the bottom of the leaflet it was Pilates. Now, if she'd done what everyone else had done and put Pilates at the top, I would never have seen it. But because she was engaging with me, understood what my issues were, that made me pick it up.

I wasn't looking for a massage specialist. I wasn't looking for an acupuncturist. I was, but I didn't know if they could help me or not. But she's talking my language, back pain. I went to see her every week for about three months. Never had any surgery. Brilliant. The issue, if you want more engagement, what is it that your target market need? That's it in a round-about way, but it's better if you tell the story. That's what works. That's what works.

Jo: Yeah, talking to your market in their language. In fact, it's very simple really, isn't it? I think people over-complicate it a lot of the time. They'll over-complicate how to engage. They start kind of having all these different ideas, when actually the key
is to get inside the mindset of your market and just talk to them in their language.

Simon: Absolutely, absolutely. It's really simple. It's just, again, find a need in the marketplace, create a product or service to fulfill that need, and sell it for profit. Even I started helping the Pilates woman with her Pilates, marketing that. I would say to her, "Why do people come to Pilates?" I mean, she'd got it with the back pain. She said, "Well, because they like to come to Pilates." I said, "No. If you were to draw a line, this is their issue, that's their solution, or rather Pilates, the actual title, Pilates is in the middle." It's like a journey. You need to keep digging.

If you say that's your target market, why are they coming to Pilates? Because they like Pilates. No, it's not. Why are they there? Well, they want to get fitter. Okay, keep digging. Keep going down that line. Why do they want to get fitter? Because they suffer from illness perhaps. They might suffer from back pain. Okay, why do they want to stop suffering from back pain? This sounds like a silly question, but you keep digging. Well, because they want to run more. They want to make love with their partner without pain. I don't know. They're [inaudible 11:42]. Okay, if you keep digging, you will find the end solution.

So come to Pilates for more virility, more spark in your life, to feel younger, to feel fitter. That is the end result. But if you say, "Come to Pilates," it doesn't make any sense. Come in and feel more healthier, fitter, have more zest in life with Pilates. That's what's going to grab them, you see. So that's it. You've got to turn it on its head really. You've got to keep digging. Why do people really want to come to you?


Jo: Let's talk a little bit about influence, Simon, because after quite a short period as you said, after just seven months you started getting requests to speak all over the world and obviously, you've grown a huge community. What do you think are the secrets is the wrong word. I never like the word secrets. But what do you think are the keys, if you like, to building...

Simon: Ah, the secrets in my book.

Jo: The secret that the gurus never tell you on building influence and building a big community.

Simon: Well, for me it's about being real. Authenticity, some people think has been overused, but it's true. My brand is one of the things I do with clients. It's really important. If you're going to build a brand, you need to know what those brand values are. Mine is being fun. I don't work with stuff that's going to drain my energy. I want stuff that's going to fire me up. So one of my brand values is being fun. It is about being authentic.

Passion, as well. I'm professional. I mean the pictures you see of me. I'm not wearing my suit today. This isn't a plug for the book, I promise you. I'll cover the title. But you see I'm...

Jo: No, no, no. Don't cover the title. I'll put a link to the book underneath this interview, so that's absolutely fine.

Simon: Well, it was purely just as show. Look, there's me leaning on the front. It's casual. It's relaxed. I don't wear a tie. I'm still looking professional. So that is me. One of the issues, and I will come round to your answer, it does make sense in the end. What a lot of people tend to do, they don't want to ask the question of why do people buy from me?

If you are the face of the business and we're talking to you now as persons watching this, if you are the face of the business, you think, "Right. I'm going to build this website. I'm going to put this marketing together," and you might see a website and you think, "Great," and it will make you out to look amazing and
fantastic, which I’m sure you are, but it might also make you out to be someone completely different.

So your website could be like selling Audi cars, might be beautifully executive and swish and all the rest of it, but when it actually comes down to working with you, you’re completely different.

What you need to do is to look at, why do people buy from me? My clients love working with me because I’m engaging. I listen to what their issues are, but we have fun as well. It’s good. Obviously, you’ve got to be good at what you’re doing.

Consequently, all my branding is me, but it gets across my personality. That’s why video blogging is fantastic for, like, people can really engage with you. They can see the real you. In answer to your question, how did I build this big following online? Well, because I’m me. I’ve looked at my brand values, why people buy from me and I've stuck to it. I’ve built that consistently. All the videos I do. It’s just me, because I’m not going to pretend to be anything else. Yes, you can try to be a bit more aspirational.

You know when they say, "Fake it until you make it?" Yes and no, really. People will see that, particularly through video blogging and certainly when they meet you. When people meet me in person, when people meet me online or whatever, I am me. I am family-orientated. I love full on. I am passionate about what I do. I love helping people.

My mission is to help as many people as possible and it’s just being authentic. That’s how it works. If you’re an idiot, if you want to pretend the world is an idiot, then fine. I’m sure no one out there watching is. But it’s just being real. Don't try and bowl your way around it and pretend and stuff like that, because people see through it. They really will. Just be you.

Jo: I’m dying to burst into a Diana Ross song that starts with, "I am me," and I’m just dying to. Anyway.

Simon: Yes.
Jo: I won't. I won't, because I don't want to scare everybody. Just following on from that. What about people who really want to build a brand and they really want to grow a business, but they don’t want to be the center of it. They don't want to be a huge public figure. They don't want to brand it in their name.

Simon: Yeah, fair enough.

Jo: What kind of advice do you have for them to begin to build engagement?

Simon: Well again, what are your target market need? How do you want to build the brand? Sometimes actually, you have more leeway. I'm working with a big client at the moment and we're branding them. We've gone through all the brand values and there's an exercise. I won't go into it now. There’s an exercise I do which helps you build that. Brand values are the fundamentals. It's the foundation of any business, really, going forward.

So you build that and then you stick to it. Again, my business is fun, approachable, professional. Those are just some of the brand values, so everything I do has to come from those. I look at the website, the book covers, the leaflets, whatever, the emails. It has to come from those brand values. It’s the same sort of process. You're just detaching yourself from it, but you have to know what they are.

If you go into my blog, which is simonjordanblog.com, I’ve written so much about branding, it’s crazy. So there's loads of stuff on there. Even on the TV channel, simonjordan.tv. Go into that. I do talk about how you build your brand values on one of the blogs or videos. So do that. Then, know what your target market need.

Another thing. Say you're selling cheap pens. That's a, I don't know, $1 pen, and if I'm selling that like it was a Montblanc pen, it’s inconsistent, it’s incongruent. Also, the people who are going to want to buy these, they are going to be looking for
something that’s cheap. I want a cheap throw away pen. So make sure your marketing reflects your product, reflects also what people are looking for.

If you are selling a cheap disposable service, product, whatever it is and yet, you’re branding it, your marketing it, the whole personality, it is like a Rolls-Royce, that’s going to put some people off. They’re probably going to think, "I can't afford it," or "What's the catch?" or whatever. So make it consistent.

Once you’ve got those brand values, maybe you are selling Rolls-Royce or your Montblanc pens or whatever, well then, you’ve got to reflect that. The whole thing has to reflect your product. Also, when people who have that kind of budget, that kind of money, they’re going to feel, "Yeah, this is the kind of product for me. I like that." Look at car websites. Look at the Ford website. Look at the Audi website. Look at the Bentley website. Look at how they do theirs. It reflects the target market and it reflects the product as well. Really important.

Jo: I just want to stay on this kind of public figure bit for a moment, just because I get so many questions about this. Whenever I talk about branding with people, certainly personal branding, I always talk about trust. I believe that, you’re talking about brand values, it’s exactly the same.

People will recognize and come to know your brand when you begin to meet their expectations and they can trust that you’re going to do what you say that you’re going to do and you’re going to deliver what you say you're going to deliver and you deliver what your brand says you're going to deliver. Okay?

Simon: Yeah, absolutely.

Jo: I find that certainly, because I am a personal public figure brand, that I find it very easy to create rapport and get engagement and all that kind of stuff because I’m really comfortable getting in front of the video, etc. With your video blogging challenge,
this is exactly one of those things, isn't it? The more people will get in front of videos, the more rapport and engagement they’ll create.

But what about people who just really, they don't want to be a public figure, they do want to have this brand name, yes, they're going to have their brand values, yes, they’re going to try and build on this, but how do they create rapport if they don’t want to get in front of the video camera and they don't want to show themselves, if you like, as the face of the business?

Simon: Yes. It is an issue, because obviously now, I just work with single business owners really. I’m now working on some bigger projects which there are huge budgets, I mean millions. You’ve got to have a lot of cash. To be honest, you need a lot of time or a lot of cash. Whereas, if it's the face to face, the human to human element, it's a lot easier. You can really speed it up. The power of social media is fantastic. It really is, as you know, because you're all over it.

If you wanted to separate yourself from that, well how can you do that? Again, you need to know your target market. Can you create competitions? Can you create something which is a bit of guerrilla marketing? Get people talking about it. If you're an accountant and you have an accountancy practice and you want to build engagement and with an accountancy practice, the brand values are normally going to be as professional quality.

It’s not I imagine going to be fun. It might be. Hey, why not? If you are an accountant watching this, why not throw that into the mix? Be a bit of fun. It's going to take some time. Whereas, personal engagement can happen very, very quickly. You can put a video out there. It can go viral.

But maybe you can create a video that shows your business. Do something that's different. I always talk about being different. Being different and being the difference, as well. How can your business, your staff, the message, whatever, how can it be different? If you do what everyone else does, you'll get what everyone else gets.
Working with a business that doesn't have a personality behind it or rather in front of it, yes, can take a bit longer, because people these days...Go to the days when you just put a website and a nice retouch photo from 20 years ago, a beautiful copy, doesn't always engage as well. Video is so powerful.

But if you are a business and you don't want to have people on there, you don't want to show your face, whatever, you need to think about something different. It's a bigger conversation, but you need to come, what are the brand values, what is the target market, what are they looking for, what are their issues, how can I fulfill that need, how can I create an interest in what I'm doing?

Yeah, it takes a little bit longer, because I could quickly do a video now, stick it up on Facebook and people are going to be commenting, I can ask the questions. Whereas, a business without a face, it's a little bit harder. So maybe you create engagement. You maybe, create an event. Get people onto it. A competition or something like that. Maybe a bit of guerrilla marketing. It's a bigger thing.

Jo: I think there’s a real human element now, isn't there, in marketing?

Simon: Absolutely.

Jo: It’s just changed over the last 10, 20 years.

Simon: Yeah, yeah.

Jo: What used to be a static world, you could put up a webpage and tell people about your business and they could go there and all the rest of it. Now it's just so much more dynamic. People are looking for interaction. They're looking for people to speak to and they are looking for a personality. So even if you don’t want to be the public face of your business, you’ve got to give your business a personality, however you portray that. These days, as well, there's tools that allow you to do that. Videos, for
instance, there's a video scribe tool with the hand on the board and there's animation video tools, isn't there?

Simon: Absolutely.

Jo: There's all sorts of things that can help you add a personality to your business without you actually, necessarily having to get out in the fray. But I think really the message here, guys, from Simon and myself actually is that, if you can fight your fears, move beyond fear and get in front of that video camera.

Simon: I tell you, I worked with a guy, he's a computer guy who ran a computer fixing company. Just him and his wife had a shed in the backyard. Went through the brand values of him and he wanted, said, "Right. I really want to grow this." I said, "Steve, it's really good if you become the personality of it, as well." So we developed these brand values. We had an A4 sheet on the wall with brand value. Literally, he would get up to go see a client and he would almost don his Superman coat and go, "Right. I need to be this now." He was donning an aspirational model.

He went out there and in six months he took on five new staff. He moved from the shed, got an office. That's the power of when you really embody and you really start to engage. It's not for everyone. He was quite a timid guy. It isn't for everyone. I wouldn't push it. I will say, when you develop your brand values, sleep on it. Stick it on the wall. Come back the next morning. You've really got to feel it in here, because it's your baby. It's your business. You've got to really be able to take it on.

As you said, yeah, if you don't want to be the face, then there are cartoons. There are always these new scribing videos which are out at the moment which are great. But look at what everyone else is doing and sometimes, don't do it. Do something different which is you, which is the business. Do something that's slightly different. So yeah, that's what my advice is.

Jo: And you can also put a great deal of personality into copy, into writing.
Simon: Absolutely.

Jo: If you're not a video person, you can write really, really vibrant articles and all that kind of stuff which you're going to connect with people, as well. So, there's ways and means.

Simon: Definitely.

Jo: Anyway, that's brilliant. Thank you very much, Simon, for that fantastic advice there.

Simon: My pleasure.

Jo: I would like to go back to what you said about being passionate and talk to you about One Planet, One Place. Tell us about One Planet, One Place, because I'm guessing that's come from passion, hasn't it?

Simon: Oh, wow. Yes. If I'm brave to tell you, I set up simonjordan.tv, which I just told you about. I then set up Simon Jordan radio shows. It had my name all over it. It was crazy. It was like an ego trip almost. But I was interviewing people and I've interviewed you for stuff as well, and it was really to find these experts and to pick their brains and it was just fascinating.

But what I was finding, it wasn't about the now story. It was about the back story. It was about how did they get there, what was their decisions, all this kind of stuff, the build up. I then realized that some of the stories I was hearing were just humbling and beautiful. They just really, you know, a lump in my throat, whatever.

In, I think it was April again, it's April when I start these ventures off, I wanted to create something, so I found this beautiful image. I create all the motto based images and stick them on Facebook and this kind of stuff. I'm a photographer, as well. I found this image. It was a black person's hands holding the globe, so it looked like that really. I don't think you can see it. The line that came to mind was, "Don't think of the
world as separated by countries. Think of the world as separated by ignorance. One planet; one place. We’re all on the same rock. We all spin in the same direction."

I got talking to, I’m the founding member in Europe for this thing Called, The Evolution in Business Council, where we’re sort of thought [inaudible 26:52] from around the globe, 150 of us, and I was speaking to the founder of it and she says, "That’s a really lovely name." Hence, that’s came from the show.

So I was interviewing people with amazing stories, inspiring stories. People have been hostages. This kind of stuff. I mean, incredible. It just expanded. Within one month I had over 22.5 thousand visits to the site literally from hitting publish. Within two months I was on page one, number one of Google over 1.3 billion websites, above the BBC’s One Planet. It was like, wow, incredible. In nine months, was it eight to nine months, I’d done 192 shows.

Jo: Wow.

Simon: A daily show, five days a week. I mean, ridiculous. Going crazy. I had this thing called the Kitchen Table Talk, which is a live talk, a bit like a Google Hangout, but we had five experts come on and we’d talk about one topic for one hour. Live people join in, ask questions. Amazing. I’ve just done a One Planet, One Place live event. Two friends from Miami, they came [no audio 27:50] down the show, because I thought, "Right. Yes, it’s working. I want to really, really get it working properly now." It’s at the moment at a holding page. When you get to see this video, we’re relaunching it in October, this month.

But main thing is, we’ve now launched a thing called One Planet, One Plate, which is recipes from around the world, family recipes. It could be Uncle Gupter’s beautiful curry, whatever. But the idea is the share recipes, because what happens over food? Conversation. People get together over food. The mission is to
bring people back from the TVs, from playing with their iPhones and whatnot, getting back to the table. There will be a book. There's going to be editors, lots of contributors. That's One Planet, One Plate.

We've then got One Planet, One Place Health. My partner is a doctor in sports, and we've got another guy who is an extreme marathon runner. Just crazy guy doing stuff. He'll be contributing editor to it, as well. We've got One Planet, One Place Community, which will be a huge online community. The new start line is, if you want to see a difference in the world, we will help you be that difference. All we need is to start with one person and for them to send that ripple out.

It's already got great acclaim. It's been fantastic. It's been really successful. I thought with any business you can hit a plateau. For me, it had hit that plateau. Everyone thought it was going. It was incredibly successful, getting lots of views, people engaging on it, but for me, I wanted something bigger. This, for me, is my legacies. Coming from here, it really is. This is me. I've been moved, touched by so many people I've interviewed, so this is my passion. I want to be able to give back.

We've got One Planet, One Place Families. A friend of mine is a professional storyteller. I mean, I've got two kids. I've got three step-kids. Family isn't just something for me. It's everything. That's what I wanted to share. I wanted people to come together over food. We're going to be talking about organic stuff, as well. We've got One Planet, One Place: Green, which is about recycling for the planet, as well. It's huge. I actually started to put a book together last year. I interviewed 10 people with over 12 questions. Or was it 12 people and 10 questions? I can't remember. About their stories, so that will be getting published as well. It's huge.

I've just had a proposal from someone. I met this guy, a very, very successful businessman. He wants to back it. He said to me, "Simon, what will it cost to run this properly?" Okay, so I'm now in talks.
Jo: The goal of it, Simon, is to make a difference, to give out a message, to bring people together? What's the overall sort of goal of it?

Simon: To start making a huge difference. I mean, with the One Plant, One Planet, which I love food. If I wasn't doing what I’m doing, I'd be a chef. I love it. I talked about opening a private restaurant. I own a farm, as well, where I live. The main this is, yes, it's about bringing engagement, starting making a difference. Same with Peace One Day. I was chatting with Jeremy Gilley, who runs Peace One Day. That’s been a global thing. People actually down tools on the 21st of September of the year, and stop. The world stops for one day.

With this, it's about permeating the media as well. I don't watch the news. I don't read the newspaper, because I don't like all that bad news. This is where people can come to. They can find out how to be more motivated, how to be inspired, how to make difference within their family, within their community by listening to the stories, by joining in the chats, by joining in the engagement or sharing the images we create. There will be an art side of it as well. I’m an artist. I’ve done exhibitions with my photography, this kind of stuff.

By sharing stories, adding to those stories, by adding stories around the meal time. There will be books from there, as well. It will be a huge global online community. I want to do One Planet, One Place festivals, where it's global love, all this kind of stuff. There are so many possibilities from here. It’s phenomenal. It’s too big for this little head of mine, too big for me. It will be...

Jo: I love it. Look at your passion, your energy. It's coming flying out of the screen at me.

Simon: I love it. I can get emotional talking about it, because it's just...Yes, I love marketing. I've done it for 25 years. I love it. I'm lucky that I have that knowledge. I’m a trained designer,
as well. I'm a photographer, a film maker, whatever, and I can bring all those now to really make a difference. For me, it's about starting small. Yes, it's a massive project, but if I can... Someone once said true success... Sorry, I'm waiting for the truck to pass. I should try to close the windows. I do apologize. True success is knowing that someone else has breathed more easily because you've been there. I want that 'you' to be One Planet, One Place.

Jo: Oh, that's lovely.

Simon: I love that.

Jo: That's my favorite. That will be the quote that will be highlighted on the blog. I like that one.

Simon: I'll say that again. True success is knowing that someone else has breathed more easily because you have been there. As I said, I want that 'you' to be One Planet, One Place.

Jo: Simon, I would love it if you would share. I mean, just telling us all about that is pretty inspirational anyway. I'm like, ah, that's fantastic. I look forward to watching the growth of that over the next few years. It sounds really exciting.

Simon: It's incredible. It really is. It's huge. Now, and this is another thing, if you're being able to have just seen this now, you're watching Jo and you're watching her other stuff more, I mean, follow Jo. I've been watching what you've been doing over the years. I love what you're doing. It's brilliant. I love you. It's fantastic.

Jo: Thank you.

Simon: But you're here for a difference. If you can find that passion, it's amazing, when you really find something. Sometimes, it's difficult to find. Sometimes, don't push it. It will just happen. It is beautiful. But, if you're here and you think I'm watching, you're also wanting to learn from this, but really keep watching these shows and find something. Keep watching movies, reading
those books, whatever it is, to be inspired so that you can make a difference in, however it is, your family, your community, your business, whatever. We can all do something.

Jo: That is so true. I honestly do believe that each and every single one of us is here to do something. We’re here to make a message or make a difference in somebody’s life or do something. So don’t hide under a bushel, guys.

Simon: Yes.

Jo: Don't hide under a bushel. If you've got a message to give or a talent to share, then get out there and share it, because the world is waiting for you.


Jo: Simon, before we do go today, I'm just wondering if you have a book or a film or a person or something that, through your life has inspired you so much that whenever anybody asks you, it's something that you tend to recommend that people either read, watch, follow, look at, anything like that.

Simon: To be honest, the person who’s really inspired me was my dad, my late, great dad. He said, "Simon." Simon, I don't think he ever called me Simon, but he said, "If you're not worried about the [queue dos], anything is possible." If you go at anything ego-related, if you think, "I'm going to do this because I want to be famous," Okay, go ahead and do it, but I remember reading once the highest searched for person on Google is Kim Kardashian and what people are searching for is, "Who is Kim Kardashian?" Yes, there's all that wealth, but be...I love the line, if I can remember it correctly, "Don’t think of your resting place in the earth. Think of your resting place in the hearts of men." So I'm very religious now, sitting on my pony.

Jo: Jo just said we're all here to make a difference and my dad made a huge difference to me in life. I just love that line. I'll never
ever forget it. "If you're not worried about the kudos, anything is possible." I don't go at anything. That's why I created One Planet, One Place. We've just re-branded and taken my face off of it. I didn't want my name all over it. Yes, I'm the founder and the host and blah, blah, blah, and I'm up on stage doing the hosting of the live vents, but it's not about me. It's about sharing the knowledge. All I see is, I just absorb knowledge from something else and pass it on. I'm just a conduit. That's all it is.

I think if you go at anything with an ego, it's not going to work, because ego is from the head. When you work from the heart, as a friend of mine, Daniel Gutierrez from LA, says the longest journey is from your head to your heart. If you go at stuff from your heart, that's the way forward. So the quote and the man who inspired me is, yeah, is my father.

Jo: You're such a passionate guy.

Simon: Yeah. Yeah, thank you.

Jo: It's fantastic. No, it's been a wonderful interview. I really am inspired by your energy and your passion for what you want to achieve in life. I think that's fantastic, and I think people watching will be inspired as well. It's been wonderful to talk to you about that.

Simon: Oh, well thank you, Jo. Thank you for giving me the opportunity to be on the show. It's a privilege. I was downstairs making coffee, and then I was like, "Oh, I've got to be at breakfast," just come out from the dogs, went, "Oh, yes," the alarm went off, online with Jo, oh, here we go, run upstairs. So I do apologize, I look a bit disheveled, and [inaudible 37:27] on the floor.

Jo: No, not at all. Not at all. We want to see you. We want to see you. That's the most important thing for me.
Simon: Oh, thank you.

Jo: Myself and my viewers, we don't want anything else than to see the real you. Where can we find out a bit more about you, Simon? I take it there's a Facebook page for One Planet, One Place, isn't there?

Simon: Yeah, and it's O-N-E.

Jo: And you've got a Facebook page for Simon Jordan, as well? Sorry, go on.

Simon: Yeah. In fact, the Facebook page is, well, it's actually if you do it as my personal page, it's facebook.com/thesimonjordan. It's oneplanetoneplace as well, and it's O-N-E, not the number 1. But the website as well, again, we've put a holding page up because we just completely rebranded it, but it's oneplanetoneplace.com. It's all on there if you want to contact me. There's the main site. There's simonjordanblog.com, simonjordan.tv, or there's just simonjordan.com. It's J-O-R-D-A-N, as in the place in Middle East, Jordan. Yeah, it's all on there. The links are there.

But yeah, come and connect. Come and hang out. Go and check out on Facebook, the video blogging challenge. Just search for "video blogging challenge." See all the members on there, the videos we share. I haven't done today's challenge yet, so I've got to put that down. Just come and engage and that's what it's all about; sharing ideas. We're here on the planet. We're all sharing our [ideas], sharing love. I'm getting all hippy now, but it's what it's about.

Jo: No, I highly recommend, actually. I highly recommend checking out the YouTube tab on the Facebook page for One Planet, One Place, because there's some really inspiring interviews on there. I watched one myself, with a lady talking all about embracing love and she had me hooked for about half an hour. I was, like, absolutely hooked on everything she was saying.
Simon: Brilliant, brilliant.

Jo: So the YouTube tab on the Facebook page for One Planet, One Place is definitely a good place to go if you're looking for a bit of inspiration.

Simon: Brilliant. Thank you.

Jo: All right. We'll leave it there. Simon, thank you so much for giving us your time this morning.

Simon: Bless you. Thank you.

Jo: It's been absolutely fantastic to talk to you.

Simon: Thank you.

Jo: And good luck. Good luck with everything you're doing. It all sounds amazing.

Simon: Well, and what you're doing as well, you are making a difference, so that is just beautiful. Thank you for what you're doing, Jo. I really mean that. You're over there in Thailand and you are making your difference. We can do it anywhere. We don't have to go, "Right. I need a huge business. I need da, da, da." No, you can do it anywhere. I'm sitting in an office in the center of Pwllheli in Wales, 20 minutes from the farm. We can all do something. We really can. You are doing, you set these up, you have the testicular fortitude to go out to do this. We can all do it.

Jo: Testicular fortitude, I love that. Brilliant.

Simon: Brilliant.

Jo: All right.

Simon: Thank you so much.
Jo: Thank you, Simon. Ladies and gentlemen, that's it for another episode of Mind, Money & Marketing and we sure did some marketing and some mind stuff today, didn't we? It was awesome.

Thank you for joining us and we look forward to seeing you again next week.

Take care. Bye, bye.


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